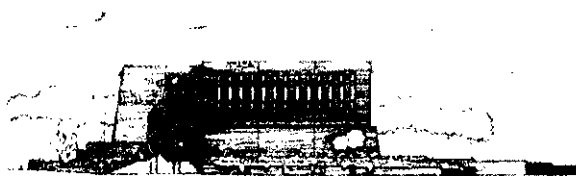


Borough of Cliffside Park



Municipal Complex
525 Palisade Avenue
Cliffside Park, New Jersey 07010
Tel. (201) 945-3456 • Fax. (201) 945-9823



"ON TOP OF THE PALISADES"

MAYOR GERALD A. CALABRESE

Dear Friends:

On Sunday, May 19, 2013, the 5th Annual "Run the Palisades" Run/Walk and Health Fair will take place, in coordination with the **Diabetes Foundation, Inc.** and our neighbor community of Fort Lee. This year we have added a 10K Run which we anticipate will bring even more runners into our communities and will help provide diabetes care for those in need. The run will begin this year in Cliffside Park on Riverview Avenue. This annual event makes us proud as a community to work for a very important cause – one in which we hope you will join in by supporting this effort.

I thank all of you who have offered your support in the past and hope you will again (or for the first time) partner with us and the **Diabetes Foundation, Inc.** (www.diabetesfoundationinc.org) to raise funds and assist the diabetes community in New Jersey in the following ways:

- **MEDICAL ASSISTANCE:** The DFI provides diabetes medications and supplies to uninsured, underinsured, low-income people with diabetes, assuring that they are able to care for their diabetes while they secure more long-term aid from other sources. Bridging this gap and allowing the patient to be compliant with their medications helps avoid many of the complications associated with the disease and will reduce visits to the emergency rooms and hospital stays, therefore, reducing healthcare costs. *The DFI is the only agency in New Jersey providing this short-term medical assistance to diabetics in need.*
- **PATIENT SUPPORT SERVICES:** DFI staff, interns and volunteers connect with patients to provide educational information and resources for them to move forward, letting them know that they are not alone in the process. Follow up with patients receiving DFI assistance is critical to ensuring that long-term assistance is established before their medications run out.
- **DIABETES PUBLIC EDUCATION:** The DFI provides up-to-date information on diabetes and its complications, helping patients gain a better understanding of how to achieve and maintain a healthier life. Led by healthcare professionals addressing prevention, nutrition, diet, exercise, and management of the disease, these no cost education programs and health expos are held in many areas throughout the state.
- **CAMP SCHOLARSHIPS:** The DFI provides the funding to send needy children from the tri-state area to Camp Nejeda, a co-ed diabetes camp in Sussex County, NJ. The opportunity to spend time with peers, enjoy traditional camp activities and learn more about how to take care of their condition has an enormous positive impact on the lives of children with diabetes – a few weeks of not feeling "different" than anyone else.

I am reaching out and asking our community to take an active role in helping us fight this terrible disease, that has risen to epidemic proportions and is affecting so many of our families and friends. Sponsorship levels are listed on the enclosed flyer.

The Diabetes Foundation is a 501(c)(3) organization and your donation is tax deductible.

Diabetes is a condition we can all help control and I truly hope that you will support this important community initiative!

Thank you,

Gerald A. Calabrese
Mayor



**2013 Run the Palisades
10K & 5K**

Sponsorship Levels: (please check your level)

- ☐ **Platinum: \$5,000**
 - ✓ Banner hung outside at run & in health fair
 - ✓ 10 Complimentary Runners/Walkers
 - ✓ Name on Tee Shirts
 - ✓ Name on Sponsor Board
 - ✓ Name Listed in Program, in Newsletter and press releases
 - ✓ Name on DFI Website with direct link to your website
 - ✓ Opportunity to distribute promotional items at event and/or race bag
- ☐ **Gold: \$2,500**
 - ✓ Banner hung on Race Route
 - ✓ 5 Complimentary Runners/Walkers
 - ✓ Name on Sponsor Board
 - ✓ Name Listed in Program, in Newsletter and press releases
 - ✓ Name on DFI Website
 - ✓ Opportunity to distribute promotional items at event and/or race bag
- ☐ **Silver: \$1,000**
 - ✓ Sign at Finish Line
 - ✓ 3 Complimentary Runners/Walkers
 - ✓ Name on Sponsor Board
 - ✓ Name listed in Program, in Newsletter and press releases
 - ✓ Name on DFI Website and in Newsletter
- ☐ **Bronze: \$500**
 - ✓ Sign at Food Distribution site
 - ✓ Name on Sponsor Board
 - ✓ Name listed in Program, in Newsletter and press releases
 - ✓ Name on DFI Website and in Newsletter
- ☐ **Community: \$250**
 - ✓ Sign at water station
 - ✓ Name listed in program
 - ✓ Name listed on DFI Website and in Newsletter

Business: _____ **Contact Person:** _____

Address: _____

Tel. # _____ **Email** _____

Payment Method: (check one) ☐ Check Enclosed ☐ AmEX ☐ Visa ☐ MasterCard ☐ Discover

Card # _____ **Exp** _____

Signature _____

13 Sunflower Avenue, Suite 1010, Paramus, NJ 07652 ~ Ph: 201-444-0337 Fax: 201-444-5580
www.diabetesfoundationinc.org ~ info@diabetesfoundationinc.org
The Diabetes Foundation, Inc. is a 501(c)3 Charitable Organization